



FCBEM 2020 - 2020

THE 1ST

**CONFERENCE IN BUSINESS,
ECONOMICS, AND MANAGEMENT**

Organizer



Alliance with  FPT Education



INTRODUCTION

The First Conference in Business, Economics, and Management of the FPT Education (FCBEM 2020) is the scientific forum for the presentation of new advances and research results in education theory and practice.

FCBEM 2020 is intended to promote a business and economics platform for the scholars, researchers, practitioners, and students of the FPT Education to share their research findings on contemporary issues of aforementioned fields, supporting strategies to stimulate sustainable worldwide growth and development.

FCBEM 2020 is co-organized by the Faculty of Business, Swinburne Vietnam and the Office of Science Management and International Affairs of FPT Education on September 12th, 2020 at Swinburne Vietnam, Hanoi, Vietnam.



WELCOME LETTER

We proudly welcome you to the first Conference in Business, Economics, and Management of the FPT Education (FCBEM 2020) which will take place on September 12th, 2020 at Swinburne Vietnam, Hanoi, Vietnam.

We would like to express our sincere thanks to all the individuals who would contribute to **FCBEM 2020** in all kinds of ways. We highly appreciate the contributions of the Keynote Speakers, all the authors, as well as the Program Committee members and reviewers. Their high competence, enthusiasm, time, and expert knowledge, enabled us to prepare the high-quality final program and helped to make the conference successful. We welcome suggestions and comments and we are looking forward to meeting you next time.

Besides, you will also have the opportunity to visit Swinburne Vietnam - the international alliance between Swinburne University of Technology and FPT University - which is of the pioneer of digital transformation, providing the global citizen program with high-quality teaching from Swinburne (Australia).

We hope **FCBEM 2020** will become an exciting and memorable scientific conference!

FCBEM 2020 organizing committees.

CONFERENCE AGENDA

CONFERENCE AGENDA			
08:00 – 08:30	Registration Location: Conference Hall (7th Floor)		
08:30 – 08:45	-Welcome Remarks & Opening Speech -Message from the chairman of conference (FOB FPT and Swinburne Vietnam) Location: Conference Hall		
08:45 – 09:30	Keynote Talk: Assessment of knowledge gaps between the learning outcomes of business programs and recruitment requirements in Vietnam Speaker: Dr. Dao Phuong Bac FPT School of Business, Hanoi, Vietnam Chair : Dr. Ta Ngoc Cau Location: Conference Hall		
09:30 – 09:40	PHOTO SESSION		
09 : 40 – 11:45	SESSION 1A Chair: Dr. Dao Phuong Bac Location: Conference Hall (7th floor)	SESSION 1B Chair: Dr. Le Manh Duc Location: Truong Gia Binh room (4th floor)	SESSION 1C Chairs: Nguyen Thanh Tam Location: Bill Gate room (4th floor)
09 :40 – 10:00	Title: Develop Programs Based On The Needs Of Students and Enterprises: An Empirical Study in Swinburne Vietnam University Speaker: Dr. Le Tien Dat / Dr. Hoang Viet Ha / Nguyen Thi Thu Ha	Title: Security market and corporate governance of privatized firms: Emperical study in Vietnam Speaker: Dr. Hoang Viet Ha	Title: How do Customers Co-Create Values in Service Companies? Speaker: Dr. Tran Thi Bich Hanh
10:00 – 10:20	Title: A grey MCDM based on DEMATEL model for real estate evaluation and selection problems: An empirical case in Vietnam Speaker: Phi- Hung Nguyen / Nguyen Thi Giang / Duong Vu Dang	Title: The interplaying effect of technological diversification and product diversification on firm financial performance Speaker: Dr. Le Manh Duc	Title: An integrating GIS and DEMATEL to analyze land suitability for organic farms: A Case study in Tamdao, Vietnam Speaker: Phi- Hung Nguyen / Thanh-Dong Khuc

10:20 – 10:40	TEABREAK		
10:40 – 11:00	<p>Title: The Impact of Shareholder Litigation on Corporate Tax Avoidance: Evidence from a Quasi-Natural Experiment Speaker: Luu Ngoc Hiep</p>	<p>Title: Performance differential between private and state-owned enterprises: The role of ownership and solvency Speaker: Phi Thi Minh Nguyet</p>	<p>Title: Mangement and Control of Construction Project Costs Speaker: Ngo Cam/ Bui Chung</p>
11:00 – 11:20	<p>Title: The Impact Of Brand Experience On FPTU Brand Assets: Research At FPT University- Campus Cantho. Speaker: Dr. Vo Minh Sang</p>	<p>Title: The impact of information disclosure and transparency index and foreign ownership on corporate financial performance - A study from Ho Chi Minh Stock Exchange (HOSE) Speaker: Nguyen Dinh Khoi / Ho Viet Tien</p>	<p>Title: Which Discrimination Problems are female labors facing in Hospitality? - Case study Novotel Nha Trang Speaker: Pham Hong Anh / Phi- Hung Nguyen</p>
11:20 – 11:40		<p>Title: Competition and Bank Diversification: Evidence from a Quasi-natural Experiment Speaker: Luu Ngoc Hiep / Dinh Thi Khanh Linh / Giang Thi Minh Thao</p>	<p>Title: Factors Affecting The Commitment Of Hotel Receptionists In Can Tho City Speaker: Nguyen Mai Uyen / Huynh Truong Huy</p>
11:40 – 11 :45	PHOTO SESSION		
11:45 – 13:15	LUNCH		
13:30 – 14:15	<p>Keynote Talk: Central bank digital currency Speaker: Dr. Ngo Tran Thai Duong FPT Greenwich Hanoi, Vietnam Chair: Dr. Hoang Viet Ha Location: Conference Hall</p>		
14:15 – 14:20	GOTO SESSION		
14 :20– 16:25	<p style="text-align: center;">SESSION 2A</p> <p>Chair: Dr. Tran T.B. Hanh Location: Conference Hall (7th floor)</p>	<p style="text-align: center;">SESSION 2B</p> <p>Chair: Luu Ngoc Hiep Location: Truong Gia Binh room (4th floor)</p>	<p style="text-align: center;">SESSION 2C</p> <p>Chairs: Phi-Hung Nguyen Location: Bill Gate romm (4th floor)</p>

14:20 – 14:40	Title: Vietnam Enterprises' exporting competitive capacity in taking advantages of EVFTA after COVID19 pandemic Speaker: Nguyen Thi Lieu Trang	Title: Assessment of Trade Indices under Free Trade Agreements for Establishing International Market Access Strategy Speaker: Pham Huu Tai	Title: Individual Competition and Brand Consumption Tendency of Mobile Phone Products Speaker: Vo Minh Sang / Tran Thi Dieu
14:40 – 15:00	Title: A Multi-Objective Support Tool To Optimize Nutrient Management For Small Farmholders: An empirical case in Vietnam Speaker: Phi- Hung Nguyen / Quoc- Tuan Kieu	Title: Digital Rights Management and Vietnam Enterprises' E-business Speaker: Phan Minh Duc / Ha Nguyen	Title: Analysis the Impacts of Animosity and Nostalgia on Purchasing Decisions: A case study of Chinese imported goods in Vietnam Speaker: Mai Kim Chi /Vo Minh Hieu
15:00 – 15:20	TEABREAK		
15:20 – 15:40	Title: A Case Study of Loss-Averse Parameter Effects on The 2-Stage Black Tiger Shrimp Supply Chain Coordination Under Price-Dependent Demand Speaker: Nguyen Thang Loi / Phan Dinh Tram Anh / Ha Ngoc Phung	Title: Factors Affecting Stocks Of Publicly Traded Steel Companies : Does Sars- CoV2 Really Have Negative Impact on Individual Investors ? Speaker: Dr. Nguyen Phu Ha / Ho Van Nguyen / Dang Ngan Ha / Tran Thi Hien / Pham Duc Duong / Hoang Hai Long	Title: The Impact of Factors of Production on Danang's Economic Growth Speaker: Tin Q. Pham /Thao U. P. Pham /Hai M. Nguyen (Online)
15:40 – 16:00	Title: An Analysis of Factors Influencing Vietnam's Rice Export To The ASEAN +3 Countries. Speaker: Cung Thi Anh Ngoc / Nguyen Thi Le Giang / Vu Duy Long	Title: Identifying the prospect of sustainable communication: A comparative analysis of sustainable communication for brand equity Speaker: Tran Duong	Title: Developing Quality Hospitality Students Through Simulation and Experiential Learning – An Empirical Study at FPT University Danang Speaker: Tran Minh Tung (Online)
15:40 – 16:00		Title: Analyzing Determinants Of Unemployment Problems Under The COVID 19 Impacts: An Empirical Case In Vietnam Speaker: Hong- Phuc Nguyen / Khanh- Chi Nguyen /Van- Nam Le/ Anh- Duc Vu /Phi- Hung Nguyen	Title: Impacts of COVID-19 on export- import industry in Vietnam Speaker: Le Thi My Hanh /Trinh Thi Thu (Online)
16:20 – 16:25	TEABREAK		
16:25 – 16:40	THANK YOU AND CLOSING SPEECH (CONFERENCE HALL)		

KEYNOTES SPEAKERS

BAC DAO

FPT School of Business & Technology, FPT University, Hanoi, Vietnam



Assessment of knowledge gaps between the learning outcome of business programs and recruitment requirements in Vietnam

Abstract

Employers in Vietnam are recently struggling in finding appropriate new graduates for their business. Enterprises, either public or private sectors, still have to recruit graduates from various backgrounds, even not really fit, or have to pay high cost of recruitment due to low quality graduates. In many cases, training must be provided from scratch for graduates due to lacking working knowledge and skills. On the other side, universities in Vietnam also found many pain points in quality of their undergraduate programs regarding knowledge and skills that their students achieve by the time of graduation. This problem is supposedly because the shortages of industry-focused curriculums and the lack of industry perspectives in students from universities in Vietnam compared to employment requirements of enterprises by surveying learning goals and outcomes provided by universities. The research focuses on business and management programs from selected universities including public, private, and foreign institutions. The research is also to obtain the insights in the employment markets and recruitment needs for the professional disciplines and attain the knowledge of what domestic and overseas industries expect from universities. The findings would help higher education institutions in Vietnam improve or develop specific learning goals and outcomes for their business programs to meet recruitment needs. The improvement in program design not only helps enterprises easily find the candidates who fit the positions but also help students find right jobs for their careers without difficulty.

DUONG NGO

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Central bank digital currency

Abstract

Supporting for the contactless payment movement, the central banks in China, EU and US consider issuing digital central bank currencies. This paper analyzes how these currencies will change the traditional monetary policy framework. We also discuss the optimal interest rate on these currencies.



AUTHOR PRESENTATIONS OVERVIEW

SESSION 1A

ID M11

DEVELOP PROGRAMS BASED ON THE NEEDS OF STUDENTS AND ENTERPRISES: AN EMPIRICAL STUDY IN SWINBURNE VIETNAM UNIVERSITY

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Abstract

Recently, university education in Vietnam has not only provided by state-owned universities but also by numerous institutions. Due to its continuous demand and growth, as well as increasing profitability, the education market in Vietnam has attracted many foreign investors. In such situation, developing programs to meet the actual needs of customers – students – and the potential labor users – enterprises – is essential for the development of universities, particularly the foreign-invested universities. This paper investigates the case study of Swinburne Vietnam University to examine the needs of students as well as the activities organized to meet the actual needs of both students and enterprises. The qualitative approach and in-depth interview method was utilized. The findings are expected to be beneficial to not only the universities but also to enterprises to co-operate with universities in organizing programs and activities to meet their future needs. The government agencies may also take such findings to establish appropriate policies and incentives to support the development of universities in Vietnam. The paper also makes contribution to body of knowledge related to HR and educational business by examining one case study of foreign-invested university.

ID M12

A GREY MCDM BASED ON DEMATEL MODEL FOR REAL ESTATE EVALUATION AND SELECTION PROBLEMS: AN EMPIRICAL CASE

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Dang- Duong Vu

IB1403, Faculty of Business FPTuniversity, Hanoi, Vietnam
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Real estate markets play an essential role in the economic development of both developed and developing countries. Especially in Vietnam, demand for housing, apartments are rising based on the transition from rural to urban areas. This study aims to investigate the real estate purchasing behavior based on the real case in Vietnam. A set of essential criteria are identified based on the literature survey, and the proposed determinants are initial investment outlay, maintenance cost, prestige location, distance to interesting places, parking lot, public transportation, property condition, total area size, number of rooms, and neighbors. The DEMATEL model is utilized to calculate the weight of each criterion, and GRA is used to prioritize real estate alternatives. A real case study is put forward to illustrate the performance of the proposed approach. The results reveal that this approach can be useful for general purchasing decisions for many kinds of real estate property. It also provides the scientific basis for project decisions, marketing planning, and feasibility study in future real estate behaviors.

Keywords: Evaluation and selection, MCDM, DEMATEL, GRA.

ID M13

THE IMPACT OF SHAREHOLDER LITIGATION ON CORPORATE TAX AVOIDANCE: EVIDENCE FROM A QUASI-NATURAL EXPERIMENT

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Abstract

How does shareholder litigation affect corporate tax avoidance? We utilize the staggered adoption of Universal demand (UD) laws, which significantly reduces the shareholder litigation rights of listed firms incorporated in 23 U.S. states during the period from 1989 to 2005, as a quasi-natural experiment to address the aforementioned question. The result show that weakened shareholder litigation rights leads to an increase in corporate tax avoidance. Further analysis reveals that the effects are more pronounced for firms having higher ex-ante shareholder litigation threat. The results are robust to a number of sensitivity analyses, falsification tests and confounding effects. Overall, our findings suggest that shareholder litigation plays a vital role in disciplining managerial decisions on institutional activities.

Keywords: Shareholder litigation rights; Universal Demand laws; Corporate tax avoidance

ID M14

THE IMPACT OF BRAND EXPERIENCE ON FPTU BRAND EQUITY: RESEARCH AT FPT UNIVERSITY – CAMPUS CANTHO

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Abstract

The research customer brand experience management is a strategic issue, making an important contribution to building and developing brands for businesses, helping businesses analyze internal responses, customer subjectivity and behavioral responses due to factors related to brand structure, environmental factors and communication. Studying the impact of brand experience on FPTU brand equity – Campus Can Tho aims to provide the basis for assessing the current state of the quality of the brand experience of students and planning strategies to enhance the experience brand, contributing to improving student satisfaction with the brand FPT university – Campus Can Tho. Quantitative research method, primary data were collected from students whose were learning at school. Theory of brand experience by Brakus et al. (2009) were used for research. Data analysis methods were used: descriptive statistics, exploratory factor analysis, confirmatory factor analysis and structural equation model analysis. The research results confirmed that there were 04 components of brand experience, that were: (1) Intellectual & Affective Experience; (2) Behavioral Experience; (3) Sensory Experience and (4) Social Experience and found the positive correlation between the components of the brand experience were: (1) Affective and Intellectual experience; (2) Behavioral experience and (3) Social experience to the components of brand equity were: Brand trust; Brand Attachment and Brand loyalty.

Keywords: Brand experience, brand trust; brand Attachment, brand equity, brand loyalty.

SESSION 1B

ID M21

SECURITY MARKET AND CORPORATE GOVERNANCE OF PRIVATIZED FIRMS: EMPERICAL STUDY IN VIETNAM

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Abstract

The purpose of this paper is to provide a model linking enforcement of institutional environment and reform of corporate governance of firms. It is argued that in the context of weak enforcement environment in transition economies, institutional factors in securities markets are effective in shifting corporate governance model of the privatised firms towards a market-based model that ensures a sustainable economic performance. The empirical study in the Vietnamese securities market supports this argument.

ID M22

THE INTERPLAYING EFFECT OF TECHNOLOGICAL DIVERSIFICATION AND PRODUCT DIVERSIFICATION ON FIRM FINANCIAL PERFORMANCE

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Abstract

This paper explores the relationship between a firm's technological diversification and its financial performance and the moderating role of firm product diversification in such relationship. I propose and find evidence of an inverted U-shaped relationship between technological diversification and performance. Technological diversification is beneficial to a firm by improving its absorptive capacity to integrate external technologies for development of new strategic innovations and commercialize them successfully. However, high levels of technological diversification come with greater complexity in management, which taxes the ability of the firm to diversify its product portfolio and harms firm performance. Moreover, I also find that the performance gains attributable to a given level of technological diversification can vary in their magnitude with the level of firm product diversification.

Note: This paper is developed from the author's Master's thesis submitted at the National University of Singapore and still in preliminary version. Pls donot quote or cite without permission.



ID M23

PERFORMANCE DIFFERENTIAL BETWEEN PRIVATE AND STATE-OWNED ENTERPRISES: THE ROLE OF OWNERSHIP AND SOLVENCY

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Abstract

Motivated by the rise of state capitalism, the paper investigates the relationship between ownership identity and the performance of firms in terms of profitability and solvency. Using cross-sectional data covering over 25,000 firms worldwide and by employing various empirical methods, we find robust evidence that state-owned enterprises (SOEs) tend to be less profitable than private-owned enterprises. However, they appear to use debt for their financial need and are, thus, better leveraged. SOEs are also more labor-intensive and have higher labor costs. In addition, an improvement in institutional quality could benefit both SOEs and POEs. Thus, evidence from this study could be interpreted to mean that privatization could improve the performance of public firms; however, this process should come with several prior-privatization approaches. A study over a more extended period is needed before these results can be considered conclusive.

Keywords: SOEs, POEs, ownership, solvency, performance

Note that: This research has just been published on Emerging Markets Finance and Trade (SSCI, Scopus Q1)

ID M24

THE IMPACT OF INFORMATION DISCLOSURE AND TRANSPARENCY INDEX AND FOREIGN OWNERSHIP ON CORPORATE FINANCIAL PERFORMANCE - A STUDY FROM HO CHI MINH STOCK EXCHANGE (HOSE)

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Abstract

Information disclosure and transparency are not only the demand of investors and stakeholders, but also company's legal responsibility and requirement. Some empirical studies examine the impact of the disclosure and transparency index (DATI) on firm value or on corporate financial performance (CFP) in developed and developing markets. This study is conducted to examine whether DATI of listed companies at Ho Chi Minh Stock Exchange (HOSE) would impact on their CFP, especially in such companies with participation of foreign ownership (FO). This study is based on the approach of Cheung et al. (2010), Stuebs & Sun (2015) and Bhagat & Bolton (2008). We collected data from the annual report and others reports of all listed companies at HOSE, stock prices from HOSE, for the period of 2 years, from 2013 to 2014. Subsequently, DATI has been scored following OECD Principles of Corporate Governance, revised version (2004). The regression models with two independent variables of DATI and FO are set, and we use return on assets (ROA), current market valuation (Tobin's Q) and stock return deviation (SRD) as dependent variables. The findings show that there is a positive and significant relation between current DATI, FO and Tobin's Q, but there is not a significant relation between DATI, FO in the current year (t) and CFP in later year (t+1). In addition, foreign ownership and disclosure information of company positively impact on market value; 2 local investors have good intention to such companies with the participation of foreign ownership and good information disclosure.

Keywords: Disclosure and transparency index, OECD principles, corporate financial performance, Vietnam.

ID M25

COMPETITION AND BANK DIVERSIFICATION: EVIDENCE FROM A QUASI-NATURAL EXPERIMENT

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Abstract

This paper investigates the impact of competition on bank diversification. We use the exogenous increase in industry competition following the enactment of the Interstate Banking and Branching Efficiency Act (IBBEA) in the US as a shock for our quasi-natural experiment. The result shows that banks are more eager to diversify into nontraditional activities when they experience intensified competition. Further analyses reveal that the impact of intensified competition on bank diversification is more prominent for banks with lower liquidity and lower risk. The results are robust to various robustness checks and falsification tests.

SESSION 1C

ID M31

HOW DO CUSTOMERS CO-CREATE VALUES IN SERVICE COMPANIES?

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Abstract

The advancement of technology accompanied by an intense competition in the economy result in necessary changes in doing businesses. Recently, models of value co-creation have been accentuated to be crucial for firms to create desirable values (Lambert & Enz, 2012; Zwass, 2010), and customers have been identified as a particularly significant contributor that firms should effectively exploit (Merz et al., 2018; Ple, 2016). This suggests that an insight about customers' involvement in value co-creation process, the prominent mechanisms involved, and the favorable conditions for the process will be a timely response to the new economic situation and therefore beneficial for companies, specifically the ones operating in emerging economies with a growing competition in market. This study investigates the mediating roles of customerization capability, service capability of service firms in the relationship between customer value co-creation behaviors and customer perceived values. It also aims to evaluate the moderating roles of level of technologization and relationship marketing orientation in the relationship between customer value co-creation behaviors and capabilities of firms. The data were collected from dyadic interaction between customers and service staff of service firms in Vietnam through surveys. The empirical results confirmed customerization capability and service capability as the two significant mechanisms for customer perceived values. Moreover, relationship marketing orientation of service firms serves as a significant moderator in the effect of customer participation behavior on customerization capability, yet it is not a significant moderator for service capability. Surprisingly, level of technologization does not significantly moderate for both customerization capability and service capability. As the very early research evaluating the mediating roles of customerization and service capability in the linkage between customer value co-creation behaviors and customer perceived values as well as testing the moderating roles of level of technologization and relationship marketing orientation, the study advances the literature of value co-creation. The study is also a pioneer in integrating three prominent perspectives that have been well-recognized but separately studied in research of value co-creation, known as technology-driven perspective, customer-driven perspective, and service-driven perspective (Russo-Spena & Mele, 2012). With the empirical results, the study offers useful managerial implications for service companies in an effort to effectively manage value co-creation processes.

ID M32

AN INTEGRATING GIS AND DEMATEL TO ANALYZE LAND SUITABILITY FOR ORGANIC FARM. A CASE STUDY OF TAM DAO DISTRICT, VINH PHUC PROVINCE, VIETNAM

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Abstract

Land suitability assessment is an essential step for land use planning and development. The aim of this study was to determine suitable lands for organic farm using Geographic Information System(GIS) and Decision MAKing Trial and Evaluation Laboratory(DEMATEL) method. GIS is a flexible and effective framework to assess and map the different criteria include by climatic factors, internal soil characteristics and topographic features. DEMATEL method combining and analyzing proposed criteria weights, is employed to generate a land suitability map for organic farm. We investigated data from 126 soil profiles covering 23220 ha of land located in Tamdao district, Vinhphuc province, northern of Vietnam. The results revealed that the proportion of land that is currently highly suitable for organic farm is 25.93% (6020.22 ha), while the amount of land that is marginally suitable is 6.38% (1481.82 ha). In addition, it was found that the amount of land that is moderately suitable for organic farm is 67.69%(15718.08 ha). The proposed method can therefore improve planning and decision making regarding land which is suitable for organic farm. Future researches may deal with a greater the number of selected criteria with different way calculation methods such as Entropy, AHP, Critic to increase the power of this model.

Keywords: GIS, DEMATEL, Land Suitability, MCDM, Organic farm.

ID M33

MANAGEMENT AND CONTROL OF CONSTRUCTION PROJECT COSTS

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Abstract

This paper, based on the principle of activity-based cost, mainly introduces the specific process of applying the method in cost accounting and forecasting in a construction process of the project under construction. Through the use of activity-based costs to calculate actual costs and budget costs during the project construction process, the costs are compared with cost deviation analysis, while predicting supply relationships market demand. Moreover, in the context of deviation, restructuring the project construction process and adjusting the resource supply level, thereby fine-tuning and controlling costs, improving management capabilities and competition capabilities of project contractors. The article uses the consulting results of JICA (The Japan International Cooperation Agency) organization on construction cost management. The results of consultations on the limitations of project cost management in Vietnam will be used as illustrated examples in this article.

Key words: Cost management based on activity, project construction process, cost, control.

ID M34

WHICH DISCRIMINATION PROBLEMS ARE FEMALE LABORS FACING IN HOSPITALITY? - CASE STUDY NOVOTEL NHA TRANG

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Purpose: this research aimed to study the gender equality in hospitality industry by identify the issues related to gender that women labors in every position from Rank& File to Top management in this industry are facing in day-to-day life.

Method: The research methodology is survey and observation, with the case study in Novotel Nha Trang. The data was collected in this hotel in six-month- period from July 2010 to January 2011 from 152 staff of the hotel.

Findings/ Value: The results of the study do not identify gender discrimination within the hotel, female staff have fair and equal responsibilities and benefits with male staff. However, they have health problems caused by shift work and sex harassment was identified in a small part of women labors. This study expected to expand to examine larger numbers of staff in hospitality industry around Vietnam to obtain closer look in each factor mentioned in this research.

Keywords: hospitality, gender, discrimination, equality, problems.

ID M35

FACTORS AFFECTING THE COMMITMENT OF HOTEL RECEPTIONISTS IN CAN THO CITY

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Abstract

This study is aimed to analyze the factors affecting the commitment of the hotel receptionists, which attracts a huge amount of human resource in the hospitality industry. These factors are proposed under the review of the existent literature, empirical findings and a survey of 130 receptionists working from 2-star to 5-star hotels in Can Tho city. The analyzed results show that four factors including salary, welfare, and leadership; relationship with co-workers; working conditions and relationship with customers influenced the commitment of the hotel receptionists. It is worth noting that the salary, welfare and leadership have the most significant effect on job commitment. On the practical aspect, the study helps hotel executives to realize the level of commitment of employees in the workplace as well as the factors influencing the commitment, thereby providing the necessary and appropriate solutions to enhance the commitment of employees.

Keywords: hotel, receptionists, commitment, Can Tho City.

SESSION 2A

ID A13

A CASE STUDY OF LOSS-AVERSE PARAMETER EFFECTS ON THE 2-STAGE BLACK TIGER SHRIMP SUPPLY CHAIN COORDINATION UNDER PRICE-DEPENDENT DEMAND

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Abstract

This paper investigates relationships between optimal expected profit, order quantity and acquisition price in the two-echelon shrimp supply chain, considering Loss Aversion. The mathematical model is established to build functions and process the data through Matlab software. The data in both primary and secondary forms were collected from Minh Phu Seafood Corporation and echelons in the black tiger shrimp supply chain in Ca Mau. The results found that there is a difference in the expected profits between the centralized and the decentralized channels in optimizing profits of the echelons in these supply chains and the uncertainty demand and different levels of loss-averse would directly affect the inventory changes of the echelons in the shrimp supply chain.

Keywords: Buy-back contract, Coordination, Demand distribution, Loss-aversion, Stackelberg game, Supply chain.

ID A12

A MULTI-OBJECTIVE SUPPORT TOOL TO OPTIMIZE NUTRIENT MANAGEMENT FOR SMALL FARMHOLDERS: AN EMPIRICAL CASE IN VIETNAM

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Phi- Hung Nguyen

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Abstract

Vegetables are highly nutrient and as high most food consumed two- thirds world population is considered to be due to their specific characteristics as a fill food consumption need of human food. This study aims to determine the optimum combination of fertilizers used in the cultivation of this product, including Nitrogen fertilizer, Ammonium phosphate, Di Ammonium phosphate, Triple superphosphate, Potassium chloride and Potassium sulfate according to the nutrients (NPK) in the crop year 2018-2019.

We proposed a Compromise Programming (CP) as the tool to transform the Multi- objective Programming (MOP) into a single object problem based on Euclidean distance function to measure distances of all possible solutions from the ideal solution. The results showed that the highest amount in optimum combination is related to Mono Ammonium phosphate fertilizer and the highest and the lowest amount of nutrients is related to phosphor and Potassium, respectively. This proposed model can be practically implemented and develop an Android/ Web application to help farmers and farm holders to achieve an optimal solution in fertilizer cost and to choose fertilizer suppliers

Keywords: MOP, Fertilizer, Supplier, MCDM, Compromise Programming.

ID A11

VIETNAM ENTERPRISES' EXPORTING COMPETITIVE CAPACITY IN TAKING ADVANTAGES OF EVFTA AFTER COVID19 PANDEMIC

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Abstract

The European Union Vietnam Free Trade Agreement (EVFTA) took effect on August 1st, 2020 paving the way for increased trade between the EU and Vietnam. The EU hopes that its free trade agreement (FTA) and investment protection agreement (IPA) with Vietnam will boost trade and investment; the agreements are also an important stepping stone to the EU's longer-term goal of a region-to-region EU-Southeast Asia trade deal. Vietnam, a fast-growing and competitive economy whose bilateral trade with the EU has quintupled over the past ten years, is equally keen on the deal, which could potentially bring €15 billion a year of additional exports to the EU by 2035. The EVFTA will both boost bilateral trade and investment, and see Vietnam further integrate into the global economy and international community. According to the agreement, the EVFTA is an ambitious pact providing almost 99 percent of the elimination of custom duties between the EU and Vietnam. As per the Ministry of Planning and Investment (MPI), this FTA is expected to help increase Vietnam's GDP by 4.6 percent and its exports to the EU by 42.7 percent by 2025. While the European Commission has forecast the EU's GDP to increase by US\$29.5 billion by 2035. 65 percent of duties on EU exports to Vietnam will be eliminated while the remaining will be gradually phased out over a period of 10 years. 71 percent of duties will be eliminated on Vietnam exports to the EU, with the remaining being eliminated over a period of seven years. The trade deal will give a much-needed boost to Vietnam's industries, such as manufacturing, as it looks to recover from the COVID-19 pandemic. However, this opportunity is also the challenge of exporting competitive capacity of Vietnam Enterprises. This paper will point out some reasons and solutions for Vietnamese exporters in taking advantage of EVFTA in the following time.

Key words: EVFTA, EVIPA, FTA , Vietnam, exporting competitive capacity, COVID19.

ID A14

AN ANALYSIS OF FACTORS INFLUENCING VIETNAM'S RICE EXPORT TO THE ASEAN+3 COUNTRIES

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Abstract

This paper has applied the gravity model to investigate the determinants influencing the revenue of Vietnam's rice export to the ASEAN+3 countries in the period of 2005-2019. This is because the ASEAN+3 market has always accounted for a large proportion of Vietnam's rice export volume for many years. However, its export value has witnessed a gradual decrease in general as well as not been high compared to the actual potential of this market, leading to low and unstable income for rice farmers. Using Stata 14.0, the empirical results have revealed that four variables named Gross Domestic Product of Vietnam, Harvesting area of rice in Vietnam, Geography Distance between importers and Vietnam, and Population of importing countries have positive correlations with total rice export revenue during the given period. Conversely, the Gross Domestic Product of importers, the Exchange rate of importers, and the dummy variable WTO express opposite effects to the dependent variable. Based on this outcome, the researchers make some recommendations to boost the turnover of Vietnamese rice export sustainably to ASEAN+3 markets in terms of 2021-2030.

Keywords: Vietnamese rice, rice export, influencing factors, Gravity model, ASEAN+3.

SESSION 2B

ID A21

ASSESSMENT OF TRADE INDICES UNDER FREE TRADE AGREEMENTS FOR ESTABLISHING INTERNATIONAL MARKET ACCESS STRATEGY

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Abstract

The paper was to examine which markets where the potential for Viet Nam exporters are greatest. To address this question, our approach is to design Before-and-after study. Data of trade indices and comparative framework were used to examine which economies are the top priority for each Vietnam exporter.

Keywords: free trade agreement, comparative advantage index, bilateral trade intensity index, trade specialization index, intra-industry trade index, trade complementary index.



ID A22

DIGITAL RIGHTS MANAGEMENT AND VIETNAM ENTERPRISES' E-BUSINESS

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Abstract

Digital Rights Management (DRM) was a prominent topic of research in the burst of Internet and online services (2000 – 2010). Afterwards, there has been little further development in both the number and the quality of the researches that have been taken during the last ten years. While the global business context has changed dramatically due to the fourth industrial revolutions in technology, the latent DRM research ideas should be revitalized for the benefits of enterprises, especially the ones with virtual product and/or service implementation. Therefore, this qualitative research focuses on the major contents of DRM with the theoretical foundation of a typical DRM system's components. The outstanding technology-based businesses have been chosen for analyses regarding digitalised product provision, such as SaaS and SaaS, online games, electronic documents, online video and audio, along with online learning platforms. These aspects have been explained through the thorough study of related materials based on the contents of a DRM system's components. The obtained results have shown us that the Viet Nam e-commerce enterprises should take their initial steps in approaching the full DRM concept of 8 main branches of applications. This can only be fulfilled providing that the enterprises have successfully decided on a suitable business model.

ID A23

FACTORS AFFECTING STOCKS OF PUBLICLY TRADED STEEL COMPANIES: DOES SARS-COV2 REALLY HAVE NEGATIVE IMPACT ON INDIVIDUAL INVESTORS

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Abstract

Although agriculture plays an important role in the socio-economic development of Vietnam, internationalization and industrialization of the country in the last 3 decades have promoted the development of the steel industry. In accordance with high demand in capital to expanding business lines and size, publicly traded companies in the steel industry have made efforts to make their stocks attractive in the eyes of investors. It is also explained by the fact that over the past 15 years, the number of listed steel companies has increased more than four times in comparison with just three ones in 2006. Equity growth in the capital market support these companies and it also promote the growth and development of the Vietnamese stock market.

In addition, in the epidemic of SARS-COV2, stock prices of listed steel companies have been seriously affected. There were three times VN-Index fell sharply in the first 6 months of 2020. Although Vietnamese Government successfully controlled the epidemic during the second quarter 2020; VN-Index recovered approximately 86% and HNX recover 105% compared to the last quarter of 2019. However, SAR-COV2 has returned to big cities in Vietnam, creating negative responses in stock markets. In this context, the stock price of steel companies has undergone the second wave of decline in 2020. Movements of stock prices of listed steel companies gained a lot interests. Therefore, in this research, we emphasis the factors affecting stock prices of publicly traded companies in steel industry during fourteen years and identify if individual investors, who owns stocks of steel companies, responses negatively during SARS-COV2. Specifically, 3 research questions are proposed as the follows: (i) What factors affect the share prices of publicly traded steel companies in the Vietnamese security market? (ii) In the difficult context of Vietnam's economy under the current impact of SARS-COV2, what factors can affect the behavior investment of steel investors? (iii) In the case of an impact, whether they can affect the stock prices of listed firms in the Vietnamese steel industry or not. How are their effects on stock prices?

In line with these research question, we applied both quantitative and qualitative data and multi-linear regression models that constitutes macro-economic factors, steel industry factors to evaluate the impact of these on stock prices of listed steel companies. With the support of software packages such as Stata 13 and SPSS, the findings of the research include:

There are three factors affecting the stock prices of listed steel companies, ROE, Cons_rate, and CO2_rate. In which, ROE and Cons_rate are two factors that have a positive effect on stock price while CO2_rate has a negative effect on stock prices.

Besides, the study also identified two factors, BI and ME, which have an impact on the investment budget of investors under the impacts of the Sar-Cov2 epidemic. In which, BI has a positive impact on the investment budget, while ME has a negative effect. The impact of the two factors BI and ME on the investment behavior of investors will change the supply and demand of steel stocks and indirectly affect the stock price.



ID A24

IDENTIFYING THE PROSPECT OF SUSTAINABLE COMMUNICATION: A COMPARATIVE ANALYSIS OF SUSTAINABLE COMMUNICATION FOR BRAND EQUITY.

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Abstract

In the contemporary world, it is acknowledged that communication has played a vital role in influencing human perception and behavior. As Christopher Cummings stated, communication is vastly like magic and magic can be utilized for good or evil purposes fostering injustice, breeding intolerance, hence, leading to violence and chaos [1]. By gaining insights into the sustainable communication concept, the main purpose of the study was to explore how we can take advantage of communication to make a better “us”. Specifically, this research was conducted to examine how communication can leverage brand equity by investigating how sustainable communication can contribute to our mental and physical health. The research is conducted through qualitative and quantitative study based on both primary and secondary research with a starting position from the idea of addressing how communication is now practiced in Vietnam and how the prospect of the concept is perceived from a corporate perspective. The results point out influencing factors triggering sustainable communication and also predict the “stable” future of communication regardless of the constant changes in our world.

Keywords: communication, sustainability, brand equity, business management.

ID A25

ANALYZING DETERMINANTS OF UNEMPLOYMENT PROBLEMS UNDER THE COVID 19 IMPACTS: AN EMPIRICAL CASE IN VIETNAM

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Abstract

The COVID 19 pandemic has led to the new global recession, which is still causing - because of the delays in the employment effects – dramatic consequences on the labor markets of many countries in the world. This research aims to investigate affecting factors of the unemployment rate in Vietnam during the COVID 19 pandemic and then to analyze the empirical relationship among unemployment, Adaptability, Financial Performance, Supply Chain, Education Level, The Government’s regulations. It is hypothesized that these factors exert a substantial impact on the unemployment rate in the economy of Vietnam by using Cronbachs alpha coefficients. Empirical results reveal that the proposed factors are significant determinants of unemployment in Vietnam in the short-run as well as long-run. We concluded the paper by advocating for increased labor-promoting investment strategies that will help to reduce the high current open unemployment in Vietnam.

Keywords: Pandemic, unemployment rate, labor market, correlation analysis.

SESSION 2C

ID A31

**INDIVIDUAL COMPETITION AND BRAND CONSUMPTION TENDENCY
OF MOBILE PHONE PRODUCTS**

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Abstract

The study of the impact of individual competition trends on consumer behavior on mobile phone brands was conducted by quantitative research, with a sample size of 196 students from 05 universities in Can Tho city. The sample was selected by the non-probability method using quota. Research used data analysis methods: Exploratory factor analysis, confirmatory factor analysis and structural equation modeling. The study result had identified the positive



and direct correlation of the personal development competitiveness to perceive the globality of the brand, the hyper competitiveness had identified the positive and direct impact to the perceived quality of the brand and brand loyalty. Accordingly, the research results have identified components of meaningful competition tendency in market segmentation, brand positioning and building communication strategies to promote brand consumption tendency.

Keywords: Individual competition; brand consumption tendency; customer loyalty.

ID A32

ANALYSIS THE IMPACTS OF ANIMOSITY AND NOSTALGIA ON PURCHASING DECISIONS A CASE STUDY OF CHINESE IMPORTED GOODS IN VIETNAM

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Abstract

Many previous doctrines and theories showed that there are some factors affecting on consumer buying decision process. Most of these elements derive from the essence of products such as: brand value, packages, price and others. However, in recent years, the remarkable number of countries joined in economic union led to the easier and wider trade exchange as well as some political, cultural issues amongst nations. These factors, associated with traditional elements mentioned above, also impact on customer perception. Therefore, Animosity and Nostalgia are the two interested factors in some researches about consumer behavior in recent years. Hence, the objective of this research is to examine how customers to be affected by animosity and nostalgic factors when they make a purchasing decision

This study seeks to identify and examine the relationship between animosity and nostalgia on purchasing decision. Particularly, the study will analyze the changes of Vietnamese customers in buying Chinese goods. This study aims to contribute to Chinese enterprise seeking opportunities to enter the Vietnam market and finding the way for Vietnamese companies want to impact to domestic market based on 2 factors animosity and nostalgia, understand consumer psychology will partly determine the success of the business. The research aims to analyze the nostalgia effects on purchasing decisions in the context of relatively recent political changes. The analysis is based on example of Vietnamese customers, through measuring their nostalgia toward Chinese goods.

In this study, the methodology will be applied quantitative research. The main purpose is the animosity and nostalgia is impacted on purchasing decision and the special is Chinese imported goods in Vietnam, hence; a lot of people with various classes do this survey, so the questionnaires have to easy to understand but still keep the meaning of issue. This way help the data will be real and lead to the best result of this problem. The survey will be send through Google drive or direct paper. After collect the data, using the descriptive analysis and correlation lead to find the real impact of the Vietnamese reflect of Chinese goods.



The study introduces about the common issue and main ideal of topic, showing the step like a guideline to solve the problem. The practical and theoretical problems have a link. Base on the scope and questionnaire of research are exposed to help for analyzing the relationship of the animosity and nostalgia on purchasing decision of the customers.

Key words: Purchasing decisions, buyer decision process, animosity impact, nostalgia impact.

ID A32

THE IMPACT OF FACTORS OF PRODUCTION ON DANANG'S ECONOMIC GROWTH

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This study applies the quantitative methods to measure the influence of factors of production to economic growth in Da Nang city by using the secondary data from Danang Statistical Office during 1996 - 2019. Research results show that economic growth in Da Nang is primarily based on capital intensity. Besides, the contribution of the labour factor and the total factor productivity (TFP) to Danang's economic growth is extremely low, not commensurate with its position as a leading centre in the Middle and Central Highlands region of Vietnam.

Keywords: Economic Growth, Gross Regional Domestic Product (GRDP), Capital, Labour, Total Factor Productivity (TFP).



ID A34

DEVELOPING QUALITY HOSPITALITY STUDENTS THROUGH SIMULATION AND EXPERIENTIAL LEARNING – AN EMPIRICAL STUDY AT FPT UNIVERSITY DANANG

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Abstract

Teaching quality is more and more profoundly decisive for the achievement of higher educational institutions. In this background, Games-Based Learning (GBL) and Experiential-Based Learning (EBL) are the key teaching methodologies which are often used to enhance the teaching-learning quality by assisting both teachers and students gain their objectives. Given the importance of the topic in University, the aim of this research is to present a organized review of the literature on the use of GBL as a tool to boost the distinction and the excellence of the teaching process in general, and, in particular, the teaching of hospitality management. The work searches mainly the most appropriate literature on the application of gamification to educational contexts and illustrates simulation and experiential learning's main themes and constructs based on a systematic literature review of scholarly articles available in ISI Web of Science and Scopus databases. The empirical analysis of a game-based project assigned to 27 players, who are Hospitality Students at FPT University Danang, has shown very significant results. One of the primary outcomes of this research is to describe theoretical approaches mainly to GBL, then EBL and provide a conceptual model that gathers the contribution of various studies and make way for in future deeper research. Another important finding is the gradual integration of various types of experiential learning activities into a hospitality and tourism management syllabus. Last but not least, the best of both academic and reality world is closely connected in purpose so as to make the teaching-learning more engaging, more fun and more efficient.

Keywords: games-based Learning; simulation and experiential learning, problem and project-based learning, discovery learning, hospitality education.

ID A35

IMPACTS OF CORONAVIRUS (COVID-19) ON EXPORT-IMPORT INDUSTRY IN VIETNAM

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Abstract

The outbreak of the Corona Virus has brought panic worldwide since December 2019. The impact of Covid-19 pandemic on the global economy therefore probably represents one of the most significant economy changes and increases the business uncertainty that could potentially have a profound influence on export-import industry in Vietnam. Predicting the future seems a crucial task. By analyzing secondary sources of data from World Bank, IMF, ADB, the Ministry of Industry and Trade (MOIT) and General Statistics Office Of Vietnam, the paper aims to conduct the initial examination on how Covid-19 pandemic can influence on Export-import in Vietnam. In particular, results have shown how the Covid-19 impacts on the import-export industry in Vietnam before and during Covid. The strategic directions and solutions for Vietnam after Covid-19 to recover the import-export industry have been discussed and recommended. The paper also identifies a number of potentially fruitful research themes and directions.

Key words: Corona virus, pandemic, impact on export-import, Vietnam.



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